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Attorney Docket No. DEM1P001

2623  
#18  
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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

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FEB 19 2004

In the Patent Application of: **NEAL et al.**

Serial No. : **09/741,958**

Filed: **December 20, 2000**

For: **PRICE OPTIMIZATION SYSTEM**

Art Unit: 2623

Examiner: Robinson Boyce, Akiba K

Technology Center 2600

Mail Stop: Non-Fee Amendment  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

**February 16, 2004**

Dear Sirs:

**Certificate of Mailing**

I hereby certify that this correspondence is being deposited with the United States Postal Service as First Class Mail to: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450 on February 16, 2004.

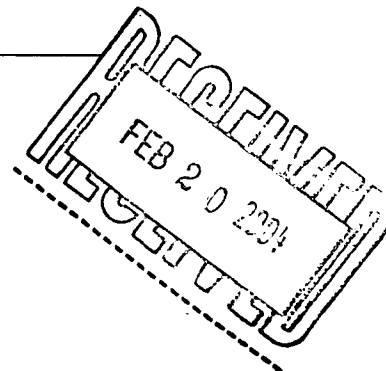
Signed: \_\_\_\_\_

Kang S. Lim

*Kang S. Lim*

**INFORMATION DISCLOSURE STATEMENT FILED**

**UNDER 37 C.F.R. §§ 1.56 AND 1.97(b)**



Pursuant to 37 C.F.R. § 1.56, Applicants bring the following documents to the Examiner's attention in the referenced application.

Citation of the above documents shall not be construed as an admission that the documents are necessarily prior art with respect to the referenced application. Furthermore, citation of the above documents shall not be construed as a representation that a search has been made or an admission that the information cited herein is, or is considered to be, material to patentability as defined in 37 C.F.R. § 1.56(b).

Pursuant to 37 C.F.R. § 1.97, this Information Disclosure Statement is being submitted under one of the following (as indicated by an "X" to the left of the appropriate paragraph):

X 37 C.F.R. § 1.97(b). This Information Disclosure Statement is: (i) filed within three (3) months of the filing date of the above-referenced application, (ii) believed to be filed before the mailing date of a first Office Action on the merits or, (iii) believed to be filed before the mailing of a first Office Action after the filing of a Request for Continued Examination under §1.114. Accordingly, it is believed that no fees are due in connection with the filing of this Information Disclosure Statement.

\_\_\_ 37 C.F.R. § 1.97(c). This Information Disclosure Statement is filed after the period specified in C.F.R § 1.97(b), but before the mailing date of either (i) a final action under § 1.113 or, (ii) a notice of allowance under § 1.311.

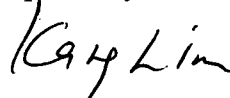
\_\_\_ A certification pursuant to 37 C.F.R. §1.97(e) or

\_\_\_ A check for \$180.00 for the fee under 37 C.F.R. § 1.17(p).

If the Examiner has any questions or comments with respect to the present application, the Examiner is respectfully invited to telephone the undersigned at (925) 570 8198.

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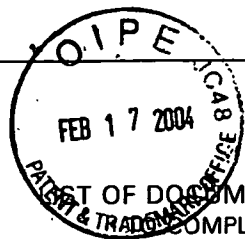
Respectfully submitted,



Kang S. Lim  
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 Reg. No. 37,491

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U.S. DEPARTMENT OF COMMERCE  
PATENT AND TRADEMARK OFFICEATTY. DOCKET NO.  
DEM1P001SERIAL NO.  
09/741,958LIST OF DOCUMENTS CITED BY APPLICANT  
COMPLY WITH 37 C.F.R. 1.56

APPLICANT

NEAL

FILING DATE  
12/20/00GROUP  
2623

## U.S. PATENT DOCUMENTS

EXAMINER INITIAL*		DOCUMENT NUMBER	DATE	NAME	CLASS	SUBCLASS	FILING DATE IF APPROPRIATE
/A.R./	AA	6,397,193	05/28/2002	Walker et al.			
/A.R./	AB	6,341,268	01/22/2002	Walker et al.			
/A.R./	AC	6,052,686	04/18/2000	Fernandez et al.			
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/A.R./	AF	5,765,143	06/09/1998	Sheldon et al.			

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## OTHER DOCUMENTS (Including Author, Title, Date, Pertinent Pages, Etc.)

/A.R./	CA		Bruce G.S. Hardie et al., "Attribute-based Market Share Models: Methodological Development and Managerial Applications", University of Pennsylvania, Working Paper 98-009, pp. 1-48, 1998.
/A.R./	CB		Rossi, Delorgio, & Kantor; "Making Sense of Scanner Data," Harvard Business Review, Reprint F00205, 2000.
/A.R./	CC		"Pacifcorp IRP: Renewables Costs Must Drop 65% to be Competitive with Gas," dated December 8, 1995.
/A.R./	CD		Robert J. Dolan, "How Do You Know When the Price is Right?", Harvard Business Review, September-October 1995, P. 4-11

EXAMINER  
/Akiba Robinson Boyce/DATE CONSIDERED  
07/08/2008

\*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609; Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.